



## MINUTES

### FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

July 28, 2020 – 1:30 p.m.

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#### A. CALL TO ORDER

In lieu of the Chair and Vice-Chair absences, Commissioner Finch called the meeting to order at 1:32 p.m.

#### B. ROLL CALL:

Lynda Fleischer, Chair, [absent-excused](#)  
Terry Madeksza, Vice-Chair, [absent-excused](#)  
Steve Finch, [present](#)  
Joe O'Donnell, [present](#)

Jennifer Rolley, [present](#)  
Vacant  
Chris Verrill, [present](#)

*As a reminder, if you are carrying a cell phone, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption to today's meeting.*

#### C. LOCAL CHECK-IN

Commissioner Finch welcomed new commissioner, Jennifer Grogan. Miss Grogan mentioned she is the owner of Peak Events and produces the Brews & Blues Festival, Flagstaff/ Oktoberfest and other events.

#### D. PUBLIC PARTICIPATION

*The Arizona Open Meeting Law prohibits the Commission from discussing or taking action on an item which is not listed on the prepared agenda. Commissioners may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. Each public comment is limited to **three** minutes.*

[None](#)

#### E. APPROVAL OF MINUTES

A. May 27, 2020

Commissioner Rolley made a motion to approve the May 27, 2020 minutes. Commissioner O'Donnell seconded the motion; the motion was approved unanimously.

#### F. DISCUSSION

A. Flagstaff Temporary Business Expansion Plan: Re-Opening in the age of COVID: A Business and Public Health Approach, Terry Madeksza, Flagstaff Downtown Business Association

This discussion item was tabled to the August meeting. Director Heidi Hansen gave a short update of the Temporary Business Expansion Plan. Council member Salas also gave an update to the plan.

#### H. REPORTS

A. Attractions Report - Heather Craig, Lowell Observatory

Heather Craig, Marketing Specialist, Lowell Observatory presented the 2020 Attractions Report. Ms. Craig asked if the staff and Commissioners would like to see the virtual audience numbers for the live streams. Staff and Commission agreed to see the virtual audience numbers.

B. Director & Staff

Director and staff presented their reports to the Commission for June 2020.

Action/Direction/Comments:

- Commissioner Verrill noted that although the ADR/Occupancy/RevPAR numbers are low, Flagstaff is still doing the best vs. other areas.
- EV Director Hansen and Commissioner Verrill commended Ms. Pappas on all her hard work in marketing Flagstaff.
- Commissioner O'Donnell asked if the Discover Flagstaff website lists places that are open such as the attractions? Staff Mr. Russell answered that the Festivals page will list what events are canceled and postponed. Director Ward noted that the Flagstaff Chamber has a page on their website of open businesses. Ms. Pappas noted on the Travel Advisories page has links for this information as well.
- Commissioner Rolley asked how many of the *Stay, Play, Mask* decals have been distributed? Director Ward mentioned that they are available at the Visitor Center. Ms. Pappas noted that 1,000 were printed and being distributed via pick-up and staff handing them out to businesses.

C. Chair

None

**I. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS**

- Commissioner O'Donnell mentioned "The Green Book" a book the African Americans used while traveling in the USA and there are some Flagstaff properties in the book. Director Trace answered that the staff will investigate this.
- Commissioner Finch stated that the CVB team is a fantastic team.

Next meeting date: August 25, 2020

**J. ADJOURNMENT**

The meeting adjourned at 3:26 p.m.